

Sponsorship Opportunities



Inaugural **deaeyc** *Awards*

Celebrating champions of
Early Childhood Education

June 9th, 2025
6:00PM-8:00PM

Edge18
Middletown, DE

Hosted by....

deaeyc's Board of Directors:

Kim Bryda, Sabrina Crews, Lauren DeLuca, Juanita Foster, Taylor Hawk, Faith Scheibe, Jamie Schneider, Surinder Sharma, Sean Toner, and Amy Wasserman



Sponsorship Opportunities

Inaugural DEAEYC Awards, celebrating Early Education Champions:

Join deaeyc for its inaugural event to honor and highlight the amazing work being done in and to support early education.

Honoring:

Lieutenant Governor Kyle Evans Gay

Fmr. Governor, Mayor John Carney and First Lady Tracy Quillen Carney

Jon Sheehan, Office of the Governor

Madeleine Bayard, RODEL

Lifetime Achievement:

Edward J. Freel

Community Heroes:

Kingswood Community Center: Logan Herring CEO/Julie Bieber

Toni Dickerson: Sussex Preschools & Sussex Director's Group

Priscilla Mpati: Christiana Care

Dannae Orisamolade: Delaware State University

The Honorable Don Parsons: Rotarian

The evening's true purpose goes much deeper - raising funds for non-profit [The Delaware Association for the Education of Young Children](#).

Please join as a sponsor.

Your donation is essential to ensuring early care and education providers, families, educators and children have the resources they need. You'll help us: ensure **thousands of children** have access to affordable, high quality childcare, ensure **thousands of educators' voices** are elevated to ensure their value and respect, support **thousands of families** to be able to stay in the workforce and have financial assistance in affording early care and education for their children.

Learn more about the different opportunities for you to get involved:

Corporate/Community Sponsorships	ECE Platinum \$5,000	ECE Gold \$3,000	ECE Silver \$1,500	ECE Bronze \$750
Maximum exposure before, during, & after event	x			
Logo on e-invitations - 2000 addresses (deadline April 30, 2025)	x	x	Name only	Name only
Exclusive social media spotlights & social media ads - 2600 followers.	x	x	x	x
Extra large signage at event	x			
Logo + hyperlink on event webpage	x	x	x	Name only
Large logo spotlight on 1 special feature sign	x	x		
Logo on sponsor thank you signage	x	x	x	Name only
Ad in event program	full page	½ page	½ page	Business Card
Verbal thank you from our ED at the event	x			
Complimentary Tickets	6	4	2	2



Please complete and return to jamie@deaeyc.org

Corporation Name (as you'd like it recognized):

Contact person: _____

Email address: _____ Phone: _____

Sponsorship Level: Platinum Gold Silver Bronze

Please email corporate logo to: jamie@deaeyc.org

Please make checks payable to: deaeyc Mail to: 262 Chapman Rd #104, Newark, DE 19702

Sponsorship deadline for recognition on printed materials: May 15, 2025

Sponsorship on invitation deadline: April 5, 2025.



Delaware Association for the Education of Young Children

Deaeyc is a professional membership organization that works to promote high-quality early learning for all young children, birth through age 8, by connecting early childhood practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children. Through the work accomplished, deaeyc's efforts impact the state's economy, local businesses, and the future workforce.

Deaeyc is devoted to promoting high quality early learning experiences for all children.

As an affiliate of NAEYC (the National Association for the Education of Young Children), deaeyc advocates for high quality early learning experiences for all young children.

Delaware Facts

- **64,500** - Number of children birth through 5 years old
- **884** - Licensed child care centers and family child care programs
- Delaware's Young Children:
 - **2,785** children attend NAEYC accredited programs
 - **1,716** children enrolled in Head Start and Early Head Start programs
 - **954** children enrolled in state-funded PreK programs
- Delaware Families
 - **25%** of families in Delaware live in a child care desert
 - **17.7%** of children birth through 5 who live in families with incomes below the federal poverty line.
- Delaware Educators
 - "...early childhood educators working with children 0-5 years old face **poverty rates** an average of **7.7 times higher** than teachers in the K-8 system" (NAEYC, 2024).

The Great Resignation

While the Great Resignation is typically associated with the effects of the COVID-19 pandemic, the exodus from the Early Education industry started prior to. Early Childhood Education has been in crisis for years. The pandemic magnified the issues, resulting in a wave that has been **detrimental to early educators, child care owners, families, business owners, and especially young children.**

Businesses & Corporations

A 2024 Parents & Families survey showed that "Over a quarter of families (28%) responded that an adult in their household had to leave the workforce entirely due to a lack of child care."

In the same survey, "More than half of families (54%) responded that an adult had to reduce their working hours due to a lack of child care."

Delaware
Parent Survey
published
November 2024



"We Are NOT OK"

Early Childhood Educators and Families Face Rising Challenges as Relief Funds Expire

Problem: "As federal investments that have sustained the child care and early education sector expire, the structural challenges that have always plagued the sector have remained and grown. Program costs are rising, staff burnout and turnover remains high as wages remain too low, and already stretched families are having to pay more for the care they need. The result of these challenges is a reduced supply of high-quality care that everyone in our society— from families, to businesses, to communities—relies on to be successful."

Solution:

"Public investments in child care and early learning remain necessary to build an early childhood education system that works. Congress should follow the example of the 11 states and District of Columbia that have invested new and significant state funding to support early childhood educators and stronger state systems by passing robust,

sustained investments that ensure programs and educators have the support they need to provide high quality care for all families with young children."



Delaware Parent Survey

published November 2024 in partnership with First State PreK, the Delaware Readiness Teams, Children & Families First, Rodel, and the YMCA

- 86% of families reported that they had at least one adult working in a high-needs industry.
- 36% (more than one third of families) said that if child care were easier to find/afford, they would increase their working hours.
 - The vast majority of families (80%) said that they would improve their situation and contribute to Delaware's economy in some way (either by working or looking for a job, going back to school, buying a home, etc.).
- Nearly 20% of families have considered moving to a different state due to child care affordability/accessibility.
- "I work two jobs just to be able to afford daycare so I can be able to work the first job...My family is at a terrible financial position where we get no aid but don't quite make enough to keep up with everything." - Sussex County Parent (earning \$67,100 to \$102,400)
- "[Si el cuidado infantil fuera más fácil de encontrar o más asequible] económicamente podría ser autosuficiencia. Mi salud mejoraría, tanto física como mentalmente." [If child care were easier-to-find or more affordable] I could be financially self-sufficient. My health would improve, both physically and mentally. - New Castle County Parent (earning less than \$31,000)
- "[Si gadri a te pi fasil pou jwenn oswa mwayen, mwen ta] fè yon ti biznis" [If child care were easier to find or afford] I would start a small business. - Kent County Parent (earning \$31,000 to \$67,100)

DEAEYC Beneficiaries

- Children Birth-to-Eight Years old
- Early Childhood Educators & Providers
- Families & Caregivers
- Businesses & Corporations

Advocacy

Deaeyc works year-round to advocate for policy and legislative changes that benefit early education, specifically to ensure that early childhood programs servicing all young children are of the highest quality, including having educated and well-compensated teaching staff.

The accomplishments of our advocacy impacts young children, early educators and providers, families and caregivers, and community businesses/corporations across Delaware.

Recent Advocacy Wins

- Statewide Rate:
 - Kent & Sussex saw geographic parity
 - leading to upwards of 40% increase in POC rates.
- POC eligibility increased from 185% FPL to 200%.
- Parent copays capped at 7%.
- Absent days increased to 10.
- Legislation was written requiring all child care centers to be licensed.
- Delaware's approved FY25 budget brought more increased funding to education
 - \$10.4 million increase to Purchase of Care (POC), an increase that brings the funding to 100% of the 50th percentile of the 2024 Market Rate Study (effective July 1, 2024).
 - The Early Childhood Assistance Program (ECAP) received an additional \$3.4 million, allowing more than 200 more spaces in these settings for children.

DEAEYC Makes a Difference

- Advocacy
- Membership
- Professional Development
- Resource Center

Our Advocacy is Working!

In the last 8 years, Delaware has added funding for Pre-K and Purchase of Care (POC) totaling more than \$60 million! Making POC more accessible for families and increasing rates means that more providers will accept POC, opening up slots to more children.

During COVID, advocacy efforts resulted in the development of Enhanced Reimbursement and a total state investment in stabilization and enhanced reimbursement was \$220 million.

The Tiered Reimbursement transition kept providers whole and moved toward Quality Improvement Awards.



Delaware Association for the Education of Young Children

Advocacy Goals

- **February 2025:** Attend Joint Finance Committee Meetings for Department of Education & Department of Health and Social Services
 - Read statements from providers, educators, and family members emphasizing the importance of continued increased funding for early education.
- **March 2025:** Partner with Connecting Stories, LLC to bring together trauma networks in the state
- **April 2025:** Host Early Childhood Advocacy Day

Progress has been made, but more can still be done!

- Delaware has moved from serving 1 in 7 children to 1 in 5 in early learning programs.
 - There are thousands of children who still do not have the opportunity to experience high quality early learning, and deaeyc will continue to advocate for more funding to do so.
- **Delaware ranks 45th in the nation for education outcomes.** Deaeyc will seek ways to support early educators and families to work toward improving these outcomes.
- **More than 60% of school age students are not reading at grade level.** Deaeyc would like to work with educators, programs, state organizations, and families to improve this statistic.

Professional Development

Deaeyc's trainings are delivered by an array of volunteers who are devoted to early education, such as center directors/owners, college professors, CDA trainers, home visitors, and more!

Trainings Include:

- Ableism
- Anti-Bias Overview
- Brain Development and Stressful Situations
- Children's Language Development
- Developing an Anti-Bias Mindset
- Gossiping in the Workplace
- Importance of Literacy
- Importance of Routines
- Promoting Nature In and Out of the Classroom
- Play for Professionals
- Professionalism
- Promoting Positive Behavior Management
- Self-Care for Early Childhood Professionals
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Resource Center

Deaeyc is both a lending library and a space where individuals can come to use tools and materials. The center is open to the public and includes additional benefits specifically for deaeyc members.

- Children's books
- Teacher resources/activity books
- Creative space, includes:
 - Copier
 - Industrial laminator
 - Arts and craft supplies
 - Die-cut machine
 - Binder
- Community resources
- Age-appropriate activity bins, complete with lesson plans and all materials necessary for implementation
- Computer/Internet access
- Printer

Resource Center Goals

- To become of hub of information and resources regarding organizations and projects in the state that align with deaeyc's mission of supporting young children
- To assist center users in creating Communities of Support and Practice
- To host trainings and/or meetings for groups and organizations at the Resource Center
 - Books, Balls, and Blocks
 - Nemours
 - Home Visitors
 - Parents as Teachers
 - Delaware Libraries
- To secure statewide locations and/or a mobile unit
- To initiate an infrastructure/quality grant program
- To support recruitment and retention efforts



Delaware Association for the
Education of Young Children